

IN THE CLAIMS:

1. (Currently amended) A method of notifying a client subscriber of a status of an electronic auction, wherein the electronic auction contains a plurality of items, comprising the steps of:

receiving a notification preference from a subscriber using a client device for each one of a plurality of auction items bid on by a subscriber, the notification preference for each one of the plurality of auction items bid on by the subscriber identifying when to notify the client of a status of a bid for a respective one of the plurality of auction items bid on by the subscriber in the electronic auction, wherein the notification preference for each one of the plurality of auction items bid on by the subscriber is independent of the notification preference for other auction items bid on by the subscriber;

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matching the notification preference for an auction item bid on by the subscriber to a current status of the electronic auction a bid on an auction item bid on by the subscriber; and

transmitting a notification to the subscriber using a client device based on the matching of the notification preference for the auction item bid on by the subscriber to the current status of the electronic auction bid on the auction item bid on by the subscriber.

2. (Original) The method of claim 1, further comprising:

displaying a selectable presentation of at least one notification criteria, the notification criteria identifying a plurality of auction sequences and a method in which to deliver the notification.

3. (Original) The method of claim 2, further comprising:

displaying a selectable presentation of at least one notification transmission method.

4. (Original) The method of claim 3, wherein the notification transmission method is at least one of electronic mail, a telephone, a facsimile and a pager.

5. (Original) The method of claim 1, wherein the notification preference is at least one of a minimum bid notification, a no bid notification, a bidding close notification, an outbid notification and a winning bid notification.

6. (Cancelled)

7. (Original) The method of claim 1, wherein the notification preference comprises default notification parameters.

8. (Original) The method of claim 1, wherein the subscriber is an interested party.

9. (Original) The method of claim 1, wherein the subscriber is at least one of a buyer and a seller in the auction.

10. (Currently amended) A system having means for notifying a client subscriber of a status of an electronic auction, wherein the electronic auction contains a plurality of items, comprising:

receiving means for receiving a notification preference from a subscriber using a client device for each one of a plurality of auction items bid on by a subscriber, the notification preference for each one of the plurality of auction items bid on by the subscriber identifying when to notify the client of a status of a bid for a respective one of the plurality of auction items bid on by the subscriber in the electronic auction, wherein the notification preference for each one of the plurality of auction items bid on by the subscriber is independent of the notification preference for other auction items bid on by the subscriber;

matching means for matching the notification preference for an auction item bid on by the subscriber to a current status of the electronic auction a bid on an auction item bid on by the subscriber; and

transmitting a notification to the subscriber using a client device based on the matching of the notification preference for the auction item bid on by the subscriber to

the current status of the electronic auction bid on the auction item bid on by the subscriber.

11. (Original) The system of claim 10, further comprising:
displaying means for displaying a selectable presentation of at least one notification criteria, the notification criteria identifying a plurality of auction sequences and a method in which to deliver the notification.
12. (Original) The system of claim 11, further comprising:
displaying means for displaying a selectable presentation of at least one notification transmission method.
13. (Original) The system of claim 12, wherein the notification transmission method is at least one of electronic mail, a telephone, a facsimile and a pager.
14. (Original) The system of claim 10, wherein the notification preference is at least one of a minimum bid notification, a no bid notification, a bidding close notification, an outbid notification and a winning bid notification.
15. (Cancelled)
16. (Original) The system of claim 10, wherein the notification preference comprises default notification parameters.
17. (Original) The system of claim 10, wherein the subscriber is an interested party.
18. (Original) The system of claim 10, wherein the subscriber is at least one of a buyer and a seller in the auction.
19. (Currently amended) A computer program on a computer usable medium having computer readable program code for notifying a client subscriber of a status of an

electronic auction, wherein the electronic auction contains a plurality of items, comprising:

first instructions receiving a notification preference from a subscriber using a client device for each one of a plurality of auction items bid on by a subscriber, the notification preference for each one of the plurality of auction items bid on by the subscriber identifying when to notify the client of a status of a bid for a respective one of the plurality of auction items bid on by the subscriber in the electronic auction, wherein the notification preference for each one of the plurality of auction items bid on by the subscriber is independent of the notification preference for other auction items bid on by the subscriber;

second instructions for matching the notification preference for an auction item bid on by the subscriber to a current status of the electronic auction a bid on an auction item bid on by the subscriber; and

third instructions for transmitting a notification to the subscriber using a client device based on the matching of the notification preference for the auction item bid on by the subscriber to the current status of the electronic auction bid on the auction item bid on by the subscriber.

20. (Original) The computer program of claim 19, further comprising:

fourth instructions for displaying a selectable presentation of at least one notification criteria, the notification criteria identifying a plurality of auction sequences and a method in which to deliver the notification.

21. (Original) The computer program of claim 20, further comprising:

fifth instructions for displaying a selectable presentation of at least one notification transmission method.

22. (Original) The computer program of claim 21, wherein the notification fifth instruction further include instructions for the transmission method to be at least one of electronic mail, a telephone, a facsimile and a pager.

23. (Original) The computer program of claim 19, wherein the first instructions further include instructions for the notification preference to be at least one of a minimum bid notification, a no bid notification, a bidding close notification, an outbid notification and a winning bid notification.

24. (Cancelled)

25. (Original) The computer program of claim 19, wherein the first instructions further include instructions for the notification preference to comprise default notification parameters.

26. (Original) The computer program of claim 19, wherein the subscriber is an interested party.

27. (Original) The computer program of claim 19, wherein the subscriber is at least one of a buyer and a seller.